

DEC 30 1930

# THE Publishers' Weekly

The American BOOK TRADE JOURNAL

62 West 45th Street, New York

VOL. CXVIII NEW YORK, DECEMBER 27, 1930

No. 26

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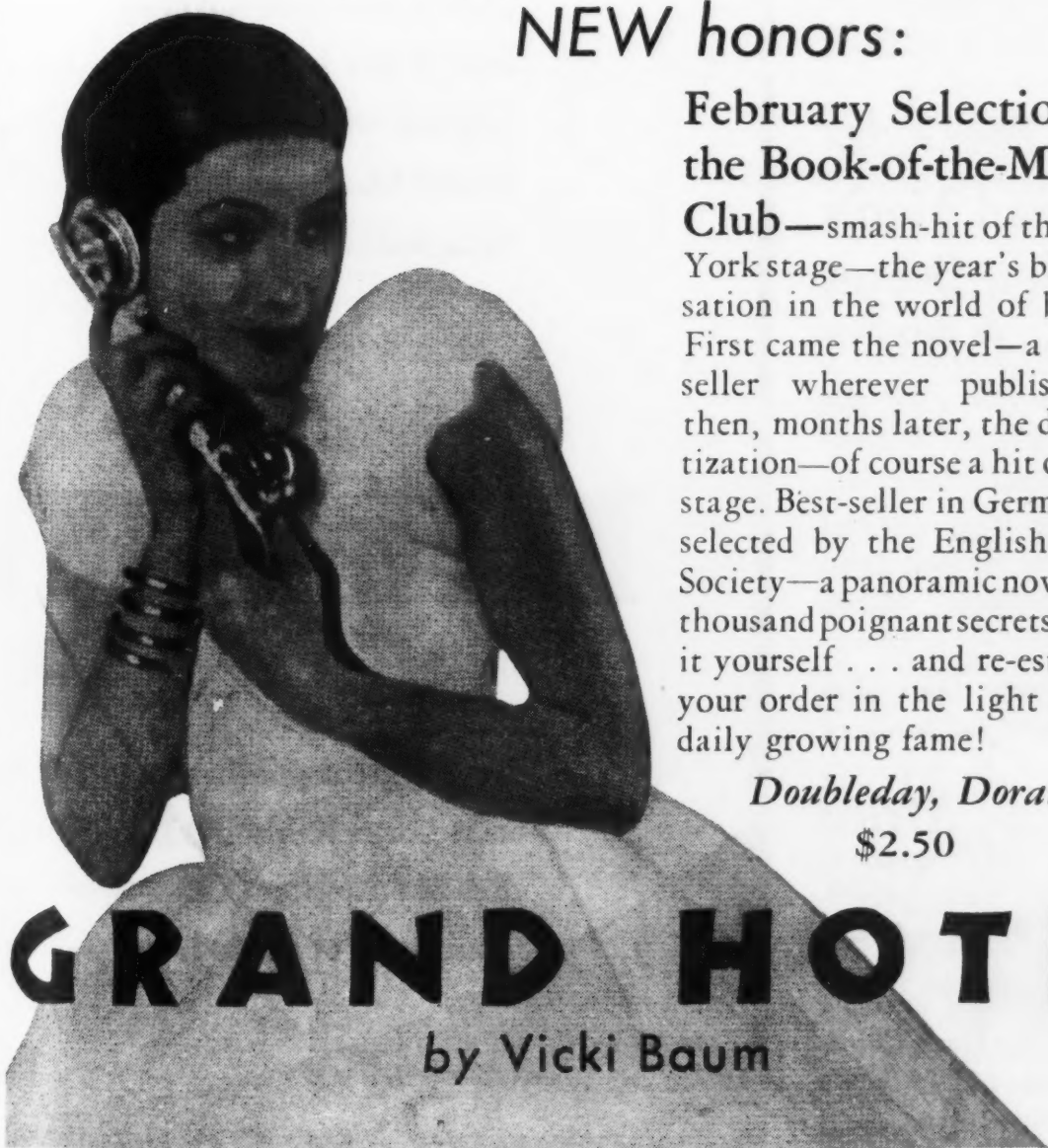
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1931

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Calhoun is such a man, breaking savagely the weakening bars of convention; Darragh, product of a generation that ignores all bars. The result is a story of greed, ambition and steadfast love reaching a climax, realistic and stirring.

*Publication Date January 12      Price \$2.00**A breathless, thrilling, ingenious mystery-adventure novel***THE TRAIL <sup>of</sup> the BLACK KING***by Anthony Armstrong, author of "The Secret Trail,"**"The Trail of Fear," "The Trail of the Lotto"*

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## EAST OF THE HUDSON

by J. Brooks Atkinson

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by George Jean Nathan

America's foremost dramatic critic has here assembled the fundamental critical faiths he has evolved during the past twenty-five years. Not only the modern drama, but the new Humanism, present-day Bernard Shaw and many other subjects receive his discerning comments. \$2.50

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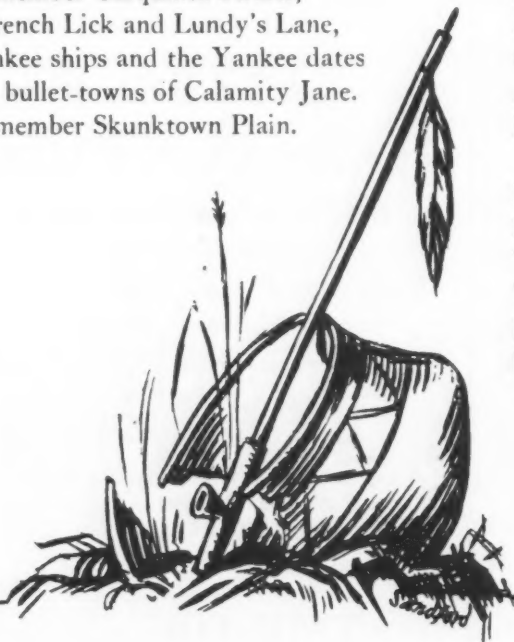
# ★ AMERICAN NAMES ★

*A Ballad by*  
**STEPHEN VINCENT BENÉT**

I HAVE fallen in love with American names,  
The sharp names that never get fat,  
The snakeskin-titles of mining-claims,  
The plumed war-bonnet of Medicine Hat,  
Tucson and Deadwood and Lost Mule Flat.

Seine and Piave are silver spoons,  
But the spoonbowl-metal is thin and worn,  
There are English counties like hunting-tunes  
Played on the keys of a postboy's horn,  
But I will remember where I was born.

I will remember Carquinez Straits,  
Little French Lick and Lundy's Lane,  
The Yankee ships and the Yankee dates  
And the bullet-towns of Calamity Jane.  
I will remember Skunktown Plain.



I will fall in love with a Salem tree  
And a rawhide quirt from Santa Cruz,  
I will get me a bottle of Boston sea  
And a blue-gum nigger to sing me blues.  
I am tired of loving a foreign muse.

Rue des Martyrs and Bleeding-Heart-Yard,  
Senlis, Pisa, and Blindman's Oast,  
It is a magic ghost you guard  
But I am sick for a newer ghost,  
Harrisburg, Spartanburg, Painted Post.

Henry and John were never so  
And Henry and John were always right?  
Granted, but when it was time to go  
And the tea and the laurels had stood all night,  
Did they never watch for Nantucket Light?

I shall not rest quiet in Montparnasse.  
I shall not lie easy at Winchelsea.  
You may bury my body in Sussex grass,  
You may bury my tongue at Champmedy.  
I shall not be there. I shall rise and pass.  
Bury my heart at Wounded Knee.

*from:* **BALLADS and POEMS**

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Stephen Vincent Benét's first book since **JOHN BROWN'S BODY**. A definitive collection of his shorter work, including a number of his new poems. *Coming January 2nd.* \$2.50

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# The PUBLISHERS' WEEKLY

THE AMERICAN BOOKTRADE JOURNAL

NEW YORK, DECEMBER 27, 1930

## Running a January Clearance

*When the Books Have Been in the Store a Year, They Are on a Danger List, and Sometime Between a Year and Eighteen Months They Ought to Be Resolutely Cleared Out*

WHEN the booktrade talks of clearance sales, it thinks of January. This is both an historical and a practical connection; historical, because for many decades bargain sales have been a feature of January, and practical because it still proves itself the most logical and successful time of the year to clean house. "Clear for the Year" is the slogan of the bookseller, although some will modify the theory thus expressed a little by suggesting that fiction might be cleared up better just before vacation while all the non-fiction books might be cleared in January.

January, as a business month in bookstores, is on a par with November and October; that is, these are the three best months for total sales, excepting only December. The large totals of January are due to more than one influence: In the first place, the big fall publishing season, which closes in November, carries with it immense publicity for books which does not complete its effect in the gift season. Book lovers conserve their own buying impulses till after Christmas when they find the aisles of the stores a little less crowded and the less hurried atmosphere a little more to their liking. January, too, is just at the beginning of the shut-in season of winter when people know they will have time to read which gives still another impulse to buy. And finally, the bookseller accelerates this buying impulse by putting out bargains drawn from his overstock of last year, and sometimes with remainders from the publishers.

It is this problem of sales through low-priced overstock that we are discussing in this article. If publishing could be perfectly regulated to the public demand, there would be no overstock on the publishers' hands, and, if buyers in retail stores were superhuman in forecasting the tastes and needs of the community, there would be no overstock for the booksellers to clear out. Such achievements being impossible, there must come a season for sacrifices to clear stock, and the most healthy retail outlets are those that know clearly where the problem lies and resolutely turn slow stock into capital for reinvestment. Those who have widely studied bookstores, old and new, are the first to point out that there is nothing that so clogs retail outlets as the failure to see when and where losses should be taken and quickly taken. Even good titles are a poor investment if they are not once in demand over a twelve months' period. Most booksellers have a symbol in their marking system which indicates the season and year when books are purchased. When the books have been in the store a year, they are on a danger list, and sometime between a year and eighteen months they ought to be resolutely cleared out.

Some shops in need of very immediate capital have tried the method of a flat cut in the price on all stock, but that is almost uniformly disappointing in result, as it usually means that the customer picks off the best merchandise and leaves the bookseller with a very undesirable collection. The usual plan is to find where the stock

needs thinning and bringing enough people into the store to sell a good proportion of the stock to those who would like them if bought at the lower rate.

The first task in planning a Clearance Sale is to plan the time and date of the sale and then to have the coming of the sale well exploited. If the store takes stock on January 1st, it may be ready by the 10th for its sale. A sale usually lasts from one to three weeks. The day of the opening of the sale should be widely publicized, so that a crowd is brought to the counters, and the preparation should be such that people will see that they are in the presence of bargains, with salesmen ready to connect the right book with the right customer. On the opening day there should be a window full of bargains with prices conspicuous, list prices and sales prices. Most stores have cards on which the list and bargain prices can be lettered by hand or bands that circle the books with the prices on the sides or backs. Most stores have a large sign in the window either in the background or pasted on the glass above the line of vision, so that the announcement of the annual sale can be seen up and down the street. Neatness in window planning, so essential an element under ordinary circumstances, is not so important for the bargain sale, as books, and plenty of them, and signs of informal character carry the atmosphere of a clearance sale better than more nicety of display.

Inside the store the bargains should be concentrated in one section, one or two counters or more, according to the amount of stocks being sacrificed. Over these counters should be large signs calling attention to what is going on. Usually each counter has some different kind of offering, so that customers find their way to their own types of books, non-fiction books on one counter, fiction on another counter, standard books or sets on a third counter. Very often it is found more effective to group books under special prices, to have a dollar counter with all kinds of good non-fiction on it and a fifty cent or seventy-five cent counter for less valuable books. If it is necessary to mix prices on a counter, it is usually better to have individual tags, so that customers may easily see whether there is a price that will move them to purchase. Do not have all the

books on the counters at one time, so that as the days go by spaces can be filled, the whole stock rotating so that the customer of the first day may find different stock facing him on later days.

One bookseller has found it a particularly successful plan to make part of his sale a One-Copy Sale. This means that he puts on the counter only books of which just one copy is to be disposed of, and people who see them in the window and those who find them on the counter realize if they want the book, it is the only copy, they can get at that price. This accelerates decisions, and often the bookseller puts out single copies of books which are staple items and yet which have been in the shop sufficiently long to need moving.

Another plan of sale often used is to put a mixed group of books on the counter and reduce the selling price ten cents a day until sold. This means that at the end of two weeks books that have started to sell at a dollar and a half are certain to be eventually sold out. There is a feeling of suspense about such a plan that keeps booklovers coming in again and again to see what they can secure.

Some booksellers believe that at the end of any clearance sale the entire balance on the counters should be sold out to some second-hand dealer, so that the store can begin again, and on the other hand, many stores put books back on the shelves, believing that the customer thus gets an impression that January is an opportunity month because at other seasons these same books are sold at their list prices.

As the average size store may not, in a year, accumulate overstock in such quantity as to make a clearance sale go, it is always possible to supplement the collection by purchasing remainders from publishers' overstock. These can be selected from lists which some publishers make ready the first of the year, or through the Syndicate Trading Company, or the Baker & Taylor Company, who handle large collections of remainders. These books can be bought in assorted lots if bought from the jobber, but, if bought from the publisher, must usually be bought in quantity. Oftentimes if a bookseller plans a Dollar Counter, he looks over the remainders and picks up books that would make a good showing among his dol-

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lar lot, and similarly on the fifty cent counter. The tendency toward optimism in the big years of 1926-29 has put many a publisher's remainders in the stockrooms, and the season of January, 1931, may offer some unusual opportunities for remainder business. Remainders, because they come in quantities, make good leaders for the circulars which the dealer will send out to his customers.

Other stores, not wishing to go heavily into the remainder business pick out from similar sources, quantity lots of a few special items that can be advertised in the newspapers or by letter and which emphasize that a sale is going on. Good special items often are found in some staple line such as dictionaries, atlases, Bibles, reference books, standard sets. These make particularly good material for promotion, by advertising and circularization.

Dealers who have never experimented with remainders must realize that such stock has to be handled as energetically as new books, and, if a quantity of stock is carried over, it is just as much a leftover as if it were a stock of current publications. Remainder selling, like new book selling, must be done with imagination and confidence.

The relation of a clearance sale to the

financial records of the year must be very carefully watched. Department stores keep most careful records of the amount of loss taken in these reductions, and this is charged against the individual department and makes an immediate showing in the mark-up percentage of that department. Booksellers with less detailed records must keep careful record of what actually happens in these sales, how much loss is taken, etc., so that the running inventory will be in good shape. If a record is kept of every book sold, the original cost and its selling price, the records of the store can be accurately given at the end of a month. The records of large department stores show that there is about a 3% to 5% loss taken through mark-down sales in the book department. General bookstores usually report a lesser figure than this.

Because of the very close buying that has been characteristic of the whole retail season, it may be that the bookstore may have less overstock than usual, but, as the trade turns into 1931, it realizes that, however the year may end, it does not begin with promising speed, and it will be best to use to the utmost the January sales as an opportunity to get the stock down to the best working basis. Careful preparation and good advertising will trim the ship for the voyage ahead.

## January: Source of Future Profits

Ken McCormick

*Doubleday, Doran Book Shops*

"IT'S a poor rule that won't work both ways," and it's a poorer process that won't do the same. During the Christmas rush the sales watchword has been: give the customer a break—let him into your store, don't crowd him, give him room to move around, take out tables and racks that are in the way, and make him comfortable. But during January there are no crowds, and then is the time for the process to reverse. Spread out, get everything out where the customer can see it. Put center tables where he'll have to stop and examine what's on them; arrange racks and

special shelves so that he'll either have to see, or fall over, them.

Too often a bookshop after Christmas looks like a post-party parlor. Gone are the eager throngs, gone with them the pep that made things stir; in their place, a diminutive sales staff and a general atmosphere that says: January is always a bad month, so why try? If customers do come in, the whole setting is against buying. They are met by clerks who don't expect to make the sale, they are shown the books left over from Christmas sales—warmed-up Christmas plum pudding, (and most of the plums gone); they are apt to leave

with the feeling that the only time publishers print books, and the only time bookshops handle them, is just before Christmas, and again before Easter.

There are interesting items to push during January. Center tables can be filled with sets that would have perished with Christmas rush handling, but which leisurely perusal will not endanger. Bring out prints; get hold of an original drawing from some picturesque book of the moment—most illustrators are anxious to cooperate in this way. Keep the shop looking alive: the crowds did it during December, but it's up to the store itself in January.

So much for the shop. Now for some customers. Every bookseller knows that half his Christmas patronage is from a clientele whom he sees regularly once a year—at Christmas. If the patron can afford to buy once a year, he should be able to buy oftener. Follow him up. Chances are that he bought one of the ten best sellers of Christmas week. If so, there are doubtless half a dozen earlier books by every author of those ten current books, included in a dollar or seventy-five cent reprint. Find out, by card or 'phone, whether he liked the book he bought; if it wasn't for himself, did the person he bought it for enjoy it. Then, of course, is the time to show him the whole field that awaits his exploration. If he bought "Cakes and Ale," send him a week-end approval package containing "The Moon and Sixpence," and "Of Human Bondage." If it was "Twenty-Four Hours" that he purchased to send to his son, tell him about "Possession," "Early Autumn," and "The Strange Case of Miss Annie Spragg"; and if some young thing went weak over Harold Bell Wright's "Exit," give her the endless list of Wrights that will keep her busy till next Christmas.

Often this type of buyer is not in a position, or thinks he is not, to buy again so soon. Get him into the rental library. Include on those shelves, if necessary, a few reprints of earlier works by the authors of the books that sold best during Christmas. Let the customer know that if he enjoyed the original purchase, he is in for some more fun. The change from rental library to dollar books is constantly being made and can be carried out with rental customers acquired in this manner. From

the dollar counter to more expensive lines is the salesman's job. At least, the customers have been drawn into the store.

It is fair to believe that many of your special once-a-year customers are passing your windows every day. Catch their attention with the books they have bought, and in each case, exhibit one to five other titles by the same author. Anyone is inclined to swell a little when he sees a book he has read. If he enjoyed the experience, he'll want to read more by the same author. Many a shop exists through sales of earlier Wallace, alone: "Fellowship of the Frog," "The Face in the Night," "The Flying Squad" "The Hairy Arm."

Curiously enough, the regular customer feels that January is his month of vacation. This is the time when he can avoid the bookshop and not feel that the proprietor is watching him as he might a truant. These are the people who have already either bought or received, many of the interesting fall titles. Stress library items to them, to be purchased with the money received as Christmas presents. Show them sets; let them know that during January is a good time to invest in the sets they have threatened all year to buy. Make a real point of your investment books: first editions that already, or will have, real value.

For the old and trusted customer, music stores have a custom of sending out week-end trial packages of phonograph records, or sheet music. The argument always is, that the customer likes to hear the piece on his own phonograph, or played on his own piano. Is there any reason to believe that many a book buyer would not appreciate the chance to try out a book in his own reading chair, under his own lamp? Give your errand boy ten packages to as many worthy customers late Saturday afternoon with the instructions to the boy to pick them up Monday morning—when there's rarely anything for him to do anyway. If the package is going to an old customer, no more than a short note of explanation is necessary: these are books, that though he may not care to buy, he will certainly wish to know about. They're idle on the shelves over the week-end. The approval package is simply for his convenience. There'll be few enough 'phone calls asking the bookman to keep his books.

Finally, time plays its part in the book business with the same stupidity that it shows in some other things. During seasonal sales, the need is to crowd every sale possible into the short, cramped buying time. The reason that this time is short and cramped is that the public has been educated to believe that there are only two times a year to buy books—fall and spring. In between months, having just as many days and as many hours, too often come to be something to skip over in one way or another until the next rush. Rather, such intervals should be used as preparation periods, when the shop, relieved of the worry of a special sales force, can settle down with its year-round employees to a Roll Call of Customers. Who has been in and who not? How has



the interest of those who have been buying changed—to better and more expensive books, or has it fallen to the dollar level? If there are those who dropped out for financial reasons before the vogue of dollar books, can they be brought back with the knowledge that new and good books are procurable at reduced prices? Get a line on every account you've ever had. A quiet month is the time to get set for the spring publication—know your customers, so that you won't have to depend on the chance of their dropping in. Be able to place the titles that are coming with the next publication flood.

Every bookseller knows that preparation is the keynote of a sale. Rather than fret at a quiet month, he and his sales force should take full advantage of it.

## The Dilemma of the German Book Publisher

G. Hirschfeld

*American Correspondent for German Trade Periodicals*

THE business depression which extends all over Germany is hardly noticeable to the American tourist. Walking through the "Unter den Linden" in Berlin, climbing up to the beautiful "Weisse Hirsch" in Dresden, walking around the "Kolner Dom" in Kologne, going down the Rhine to Wiesbaden and points beyond, one does not notice much of a supposedly existing depression. Factories are working, theaters, music halls, bars and clubs are crowded, people seem to be dressed well enough and fed even better. But then, business depression always works, so to speak, behind closed doors, it cannot be read from a nation's face, one has to come into contact with the people to see and to feel the effect.

It is not much different with the German book publishers; visiting the Leipzig book

fair, one takes home a deep impression of the variety, the scope, the efficiency of the German booktrade. Talking to publishers, the first impression changes and gives way to a more precise view of existing conditions. The German book publishers feel the effect of business depression more than their colleagues in most foreign countries because the middle classes, the real supporters of the book-trade, have been impoverished through and since the war; they can buy books as long as general economic conditions assure them of a more or less steady and adequate income, but times of business depression exert a distinct influence upon their buying power.

The years 1925 and 1927, for instance, were good years in Germany; accordingly, the production or rather publication of books increased from 23,000 in 1924 to

31,600 in the following year, was about 30,000 in 1926 and rose once more to 31,000 in 1927. Since then, economic conditions have gradually become more unfavorable and even critical.

Ten and twenty years back, who would have asked for the price of a book as long as it seemed worth while to buy it; who would have selected a book according to its exceptional value as a bargain? The German book publisher was well off as long as he kept on printing books that were in line with the educated and cultivated reading interest of the public at large. This has changed considerably: The German people has become probably more Americanized than any other nation in Europe; where formerly art and science occupied a large place in the everyday life of the middle classes, business has been substituted; where formerly plenty of time and leisure was given to self-education, the new generation with its particular post-war "flavor" is incessantly active.

General unrest, not known to pre-war Germany, robs many of the "dolce far niente" so important as a background for the undisturbed enjoyment of literary works. The rapidly growing popularity of sports, the desire for out-door life, the development of sound pictures, of radio etc., cut ever more deeply into the book publisher's business. The demand which remains is neither as intense nor of as high quality as it used to be. New books of actual interest issued during the last year have largely replaced the heretofore leading classics and modern classics, and the present demand is distinctly for the "ephemeral" book, growing out of an ephemeral taste.

So the book publishers found themselves with altogether excessive stocks in the formerly demanded and now neglected sorts of books. In an effort to dispose of them, a number of larger publishing organizations have been successful by way of a "Book Bargain Week" which by no means can be compared with American price campaigns either in make-up or in scale, either in style or in advertising, but which nevertheless enabled them to dispose of a substantial part of old stocks. There is no inventory sale in the German book-trade, at least it is not usual, and thus has the bargain week come to give the

publishers something of an equivalent for missed opportunities. The opinion is wide-spread that price-reduction campaigns if extended over an unlimited length of time cannot be revoked at any given moment without making the public suspicious and distrustful. Therefore, they are careful over in European countries and especially in Germany not to spoil the customer by too generous price concessions; they rather give him a bargain week and keep all doors open for themselves. Which may not be a bad idea at that.

The success of the "Book Bargain Week" introduced by the larger publishing houses has given the smaller publishers the idea to try the same way for increased sales volume of new books. And as the sales figures showed, it was not a bad idea at all since not only works of German authors (in inexpensive mass-production) could be disposed of quickly but also those of foreign authors. This triumph on the part of the smaller book publishers was not viewed by the large organizations with any great outburst of joy, but then: what could they do? It was the big houses which had started the bargain week, now they felt their own weapon directed against themselves.

The inexpensive book of actual interest and light reading comes more and more to the fore. The gain in light literature is the loss in other branches. During the last year the greatest decline has occurred in books dealing with music, dance, theater, etc. (24 per cent), languages and general literary science (24.5 per cent), sociology (11.6 per cent), philosophy (8.5 per cent). An increase has been registered in forest-economy, agriculture, hunting etc., (28 per cent), mathematics (10.5 per cent) and history (10 per cent). The price average—it is worth mentioning—has risen if only to an inconsiderable extent and the "Book Bargain Week" may have something to do with it. The lowest-priced books are for school, and children's books, the prices range from a few "Pfennig" to 2 Marks, about 50c. Next come books dealing with modern languages, philosophy, geography, trade and industry, technique, mathematics and jurisprudence, and they cost from 5 to 8 Marks, or approximately \$1.25 to \$2.00. The most expensive books, \$3.00 to \$3.50,

are those dealing with art and science. Fiction can be bought at all prices, but prices of from 50c., to \$1.50 predominate. Finally it is interesting to note that books translated from foreign languages have declined in demand whereas foreign language books show an increase.

Some book publishers in Germany have tried to analyse the demand according to income; the results thus obtained are of sufficient interest to warrant their enumeration. Workmen with an annual income ranging from \$1250 to \$2150 spend for books per year for themselves and family from \$20 to \$60. The next higher class, the employees with an average salary running from \$1500 to \$3000 spend on the purchase of books annually from \$25 to \$130 for themselves and their families. And government and other officials, finally, with an income of between \$1500 and \$3650 expend from \$20 to \$215 annually. It can be readily seen that the larger the income range the wider the gap between book expenditures, which supports

the aforementioned theory that, in Germany, people will buy more books if they earn more money.

The German book publisher is confronted with the problem of how to increase demand in spite of the reduced buying power of the people. While the reading interest has diminished, it is still large. Since the ready cash is lacking, it is probable that the publishers will seek to meet the problem partly through the extension of bargain weeks and partly through the introduction of credit systems not very unlike the instalment plan. Both factors would undoubtedly have a wholesome influence on book sales.

At the present time the foreign markets offer some encouragement to the publishing industry, the exports of books (music included) having increased from \$11,200,000 in 1926 to \$14,500,000, the leading markets being German-language countries such as Austria, Switzerland, the Netherlands, etc. But there is some export also to the United States.

## Small Bookshop Management

Franklin M. Watts

### CHAPTER XVII

#### *Some Further Hints on Sales Promotion*

CUSTOMERS who buy large quantities of books are a God-send to small bookshops. Not infrequently in a community there are a number of customers who are chronic book buyers. Usually they are men with definite intellectual hobbies. Many men like the new mysteries and are always in the market for a good mystery story. Others will buy anything on specialized subjects. A customer I once had had been Vice-Governor of the Philippine Islands. He had an intense interest in anthropology. Many of the best books on this subject were published by the University Presses. Everytime I got a new announcement of a title I saw that he got it. I always ordered books specially for him and delivered them to him, myself.

He appreciated this service. A man of this type can and often does send away for his books direct. Only by making it more convenient to buy from a local shop can he be persuaded to do it. Many lawyers are interested in international affairs, doctors are often interested in abnormal psychology, clergymen are often large book buyers. If a local shop will give superior service it can get this business. Buyers who buy books in quantity want to get their books easily without irritations. They want quick service. They want intelligent service. Steady business lowers the overhead. It can be obtained.

#### Special Orders

Special orders constitute a large portion of the business of many bookshops. In

other shops it is a source of loss. The first requisite in handling special order business is promptness; the second is accurate information. In a small shop the manager should handle this himself. It is too important to let anyone else do it. A date book with a page for each day is the simplest way to handle special orders. When a person wants a book, let the bookseller place the full information asked for under the date, then in making out the order it will not be overlooked. By knowing when the book was ordered many arguments with customers may be eliminated. When the books are received the titles can be crossed out. With the information in a bound book, the necessary card or slip will not be missing.

Under no circumstances should any special order be left for the next day. All orders must be cleared every night—no matter how expensive it may be. Much book business is driven away by slowness in filling orders. Always have it strictly understood that an order is an order, let the customer understand how long it will take. Make no promise that can't be filled to the letter. If a customer is ordering a book but he has no charge account with you, have him pay half or all in advance. If the order is for a title that is not in stock, it is obviously one that you would not want in stock. It is easy to accumulate a shelf of specially ordered titles that are never called for.

#### Advance Orders

Another source of additional volume of sales is taking orders for new titles in advance. A passive way to collect these orders is to take the name of anyone who asks for a title before it is published. Tell him the date when the book is to be issued and inform him that you will have it on that day and that you will send it out to him. If he states that he is not sure whether or not he will be interested, tell him that you will either call him or drop him a line when you have it in stock.

Each year there are a few titles that are worthy of advance selling. Titles by popular authors like John Erskine, Edna Ferber, or Thornton Wilder are excellent for advance promotion. Any author whose books have first edition value is especially good for advance selling on the

strength of getting the first edition as issued. A sign in the shop indicating that advance orders are being taken is helpful. Notices to interested customers, and newspaper advertisements can all be used for advance selling. The advantage of advance selling is that it assures the shop of that definite amount of business and also that it starts a title on a large initial sale. There is no danger of a rival bookshop's selling your customer that particular title if you have the advance order.

#### Work Own Customers

It is much easier to sell one customer two books than it is to sell two customers a book apiece. People of means have a purchasing power for books that is limited chiefly by their book interests. It is a bookseller's job to stimulate this interest. Every bookshop manager can show a list of customers who have been converted from occasional customers to steady customers. Book buying is a habit. Cultivate it in your customers. To show how this can be done I will use an illustration.

One day a towheaded youth dropped into my shop. He seemed more intellectually alert than most. As I was not busy, I spent a long time with him. By talking books with him it was not long until I discovered his interests. He had some interest in science, so I sold him "Microbe Hunters," which was popular at the time. While still in the shop *after* he had paid for this book, I showed him the Papé illustrated edition of Anatole France's "Penguin Island" and told him that I thought he would like to read it sometime. He read "Microbe Hunters" in a few days and came back for "Penguin Island." That time I suggested another title for his next purchase. By being careful never to overload him, in a few months his purchases amounted to over \$50 a month.

I knew the book he purchased the last time he was in and always asked him about it. Sometimes he did not like it but usually he was enthusiastic. He had confidence in the selections made for him. At the end of a year his library was his pride. Because of his enthusiasm many customers came to the shop. If on the first day I had been interested in selling a plug, this customer never would have come back. If

at any time he had been overloaded with reading matter, it would have slowed the current of sales. He left the city about the time I sold that shop. A couple of years later he spoke to me in another city. We talked about the good time we had when I sold him books and he was buying them. He said that he didn't buy books a great deal any more. I asked why and he replied "When I bought them from you I always got something that I was glad to own. When I go into a bookshop now, nobody seems to know what I want." This illustration shows what all of the bookshop managers who have made a success know.

In addition to knowing books, it is imperative that a bookseller study his customers' reactions to books. Fitting the right book to the right person can be done only by a person who knows both books and people. Everytime a person takes home a book that he doesn't like it hurts the book business.

#### Selling by 'Phone or Canvass

Selling by telephone is a form of selling that has been more intensely used lately than before. Telephone selling is an art in itself. Many customers resent being called to the 'phone. If telephone selling is done at all, it should be done only with customers that you *know* will like a call. This will not be hard to ascertain. If calling is done, it should only be done about important titles. In other words, the telephone call should have news value.

There are two types of canvassing, general or special canvassing. General canvassing is expensive and is hardly worth the effort. Special canvassing is often profitable. Some rental libraries have been built on canvassing office buildings or residence streets. In selling special types of books canvassing is necessary. Most medical books, law books, and many business books are sold by canvass. Few bookshops handle these types of books.

Personal solicitation for business is often valuable. A new bookshop can find a num-

ber of customers if the manager will go out personally to call on prospects for business. A certain amount of this should be done, but beyond that it is doubtful if it pays. A store manager's job is largely in the store. Persons under the manager cannot represent the small shop to the best advantage. Libraries are an exception, of course. Solicitation is almost necessary for this type of business.

#### Book Exhibits

Book exhibits pay and pay well. These have to be arranged in cooperation with the publishers. People like shows. A well-planned and well-executed book exhibit is a show. De luxe and limited editions make the best exhibits. Arrangements with either publishers or a rare book dealer will bring the necessary titles for a good show. For a successful exhibit it is first necessary to have something worth seeing. The next step is to let the public know that you have something worth seeing. Newspaper notices, special invitations, and advertisements and displays must all concentrate on the exhibit.

#### Promotion Coordination

No matter what promotion is taking place, it can be successful only if well carried out. An advertisement is over half-wasted without a window tie-up and an interior display. In addition to this it is necessary for every salesperson to mention the special sales effort to every customer or person who enters the shop. By fourfold coordination an idea, a title, or a type of book will be put over. Without complete coordination the money and time is wasted. National advertisers appreciate the necessity of coordination. When they are arranging for local advertising they have crews of men arranging windows, interior displays and educating salespeople. They have learned that all four are needed. A shop with its limited amount to spend for promotion must secure the maximum results from every promotion effort.

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*HOLD every man a debtor to his profession, from the which, as men of course do seek to receive countenance and profit, so ought they of duty to endeavor themselves, by way of amends, to be a help and ornament thereunto.*

—BACON.

## It Might Have Been Worse

**N**EVER has it been so difficult to give an accurate picture of what has happened in a fall season. On the one hand it may be said that the book-trade has suffered along with other retail businesses, suffered most in that the last two months has not made up for the half year of dullness that just preceded, and yet here and there booksellers are writing us that they are doing as well or better than last year. Probably these reports stand out more in the mail because people with different experience do not think of writing about it.

If we were to say that the average gross sales were 8 to 12 below those of last year, it might be a fair statement. People have turned from expensive items to lower priced items; fine bindings have been neglected somewhat in favor of cloth octavos, while people who formerly liked to give \$5 books have scaled their gifts down to \$3, and the former \$2 purchasers have concentrated on the \$1 counter.

Travelers who have been out recently among the dealers report, however, a good spirit in the trade, an awareness of the

need of hard, close work, and careful buying and energetic selling to balance accounts. This same spirit carried into the new year augurs well for the morale of the trade. In the last four months of publishing, the number of new titles has been cut down, and this tendency will probably be continued into the new year.

The general report is that children's books have almost held their level of 1929, which was a high one. People do not seem to be so inclined to economize on juveniles, and it is the exceptional customer who does not strain every effort to give the children what they want.

Reprint editions have undoubtedly figured largely in gift sales, although they have fallen off to some extent during the fall at the smaller stores where the customer could diminish his purchase from the \$1 book to one a little less expensive or possibly to the lower priced magazine.

Publishers have kept up their advertising and there have never been more Christmas catalogs and circulars distributed by the bookshops, all of which must have had their effect in keeping up sales totals.

## As Copyright Stands

**C**ONGRESS opened with considerable confusion and with the General Copyright Revision Bill on the calendar of unfinished business. The big problem has been how to get time for it on the floor, how to offset the active opposition, and how to procure the intelligent interest of more Congressmen.

The Copyright Committee of the Publishers' Association has been active in many directions. The chance to get the Bill up will be after the appropriation and employment emergency bills are out of the way, which will be immediately after Congress reassembles on January 5th.

Arguments, direct and by mail, have been put before leaders of Congress like Mr. Tilson, the majority leader, Mr. Snell, Chairman of the Rules Committee, so that they would see the advantage of putting the Bill forward. The Patents Committee with Congressman Vestal as leader believes that time will be granted immediately, and that many lukewarm friends among House members will give support. This latter is partly the result

of the efforts of hundreds of friends of copyright in sending thousands of letters to Congress. If others would do as well in the next two weeks, still more Congressmen would realize that copyright legislation is important.

Congressman Busby of Mississippi, who supplied the chief opposition in the last session, will oppose it all the way through. He looks on copyright as an attack on the People's interest but is especially suspicious of the Composers Society which collects the public performance fees for music down to the smallest users. Mr. Busby's amendments passed in June were chiefly intended to curtail the composers' control of the smaller performance rights. Congressman W. H. Stafford of Milwaukee is still opposed to the Bill, believing that all copyright is too much in favor of publishers. Thorvald Solberg, retired Register of Copyrights, prefers a Bill that would take us into the International Union without fundamental changes in our law. This plan is opposed by others, including the Authors' League. Mr. Solberg believes that we should enter under the Rome Convention instead of under the Berlin Convention, but, others point out, not a single European country has affirmed the Rome amendments since their adoption two years ago. The right of foreign authors to assign rights "for a specified territory" as is done in England and other countries may be opposed by some.

On December 18th, just before Congress adjourned, Mr. Snell, Chairman of the Rules Committee of the House, asked for attention on the floor of Congress and said, "Several people outside and also several Members have requested me to state when we intend to take up the Vestal Copyright Bill and the Capper-Kelly Bill. As Members know, we passed rules for these two bills last session. The Vestal Copyright Bill is now the unfinished business of the House. As far as the Chairman of the Committee on Rules is concerned, on the first day that there is no appropriation bill or emergency legislation before the House he proposes to ask the Speaker to recognize Mr. Vestal for the purpose of considering the Copyright Bill. As soon as possible after that we propose to call up the rule on the Capper-Kelly Bill."

## Reviewing British Conditions

HUGH WALPOLE, whose regular letters to *Books* of the *Herald Tribune* add so much to our knowledge of current literature and booktrade affairs, has taken space on December 21st to comment on some general tendencies in England which are particularly interesting. In brief, he points out that the business of books in England depends and has for a long time depended on the activities of the big libraries—the Times, Mudie's, Boots. These libraries have cut down their orders for new books almost half and are considering abandoning the guaranteed subscription plan, under which the subscriber is entitled to a new book on the day of publication. While the guarantee plan is profitable on fiction, it is not profitable on biographies and more expensive books. As it is, complaints are heard on all sides—and often from authors who seemed quite secure—of the miserable sales of their books. The tendency of the author is to criticize the publisher. The answer to this is not that books are too expensive, that is, the best books, but it is true that most memoirs and nine out of ten new novels are not worth the price asked for them. Victor Gollancz, he points out, is trying paper novels but so far without any very convincing success.

One certain result of the present crisis is, he believes, that publishers' list of the future will contain much less fiction. There is another more serious element in the situation, and that is that no new novelist or poet or biographer or historian has made any kind of solid reputation for him or herself in the last six years with the possible exception of J. B. Priestley, and the reasons behind this condition are a real element in the crisis of letters in England. The interest in reading, says Mr. Walpole, is ever on the increase here, but the interest in books of no particular character or color is dying or even dead.

COMING JANUARY 11.  
STAPLE STOCK SUPPLEMENT  
of *Publishers' Weekly*.

## Great Prayer Book Completed

**A**LTHOUGH the great Pulpit Edition of the Standard Book of Common prayer has not yet been sent out from the Merrymount Press, the volumes are completed and copies will shortly be going to the various Episcopal dioceses and to the churches selected by J. Pierpont Morgan, sponsor for the undertaking, as recipients of the book. The volume, which we examined at the Merrymount Press in Boston recently, must undoubtedly take its place as one of the masterpieces of American printing and possibly the most important production in the thirty-five years history of this famous press. Mr. Updike and Mr. Bianchi have been steadily at work on the perfecting of the book for nearly two years, and all of the edition of 500 copies has now been completed and bound in full dark red morocco, and the five copies on vellum are now being printed.

The technical problems involved in issuing such a book are many, and these have been met with extraordinary deftness by the press, whose directors so thoroughly understand the special points connected with ecclesiastical printing and the detailed requirements of the American canon law. The text is that which was adopted by the Church in 1928 and which was printed in the editions for the congregation a year ago. The pulpit book has had to coincide page by page with the small edition, so that the turning of a page in the pulpit will coincide exactly with the turning of the pages by the congregation. This constant checking by the small book has kept the printer alert as he plans his headings and sub-headings.

The book has been set in an 18-point Janson Type, with 36-point heads, and the resulting page is one of very great beauty and dignity. There is a smaller type used in the front matter and the supplemental pages on Articles of Religion. In order to use the large 36-point at the headings, numerals have been used instead of spelling the numbers out in such headings as "The 17th Sunday After Trinity." The use of red is applied solely to the headings

and subheadings and directions to the minister. This means that every word or line that is printed in black is a line that is to be read aloud. This method of rubrication makes it easier for the rectors to fix upon the lines. In this it differs from the edition of 1892, which the De Vinne Press set up for the elder Morgan, in which many lines that were to be read were rubricated as well as the headings with the result that it was far more difficult for the eye to separate the instructions from the text than in this new Prayer Book. As in the small editions, the breathing points in the Psalter are indicated by asterisks instead of by colons as in the earlier editions.

The preparation of the text was in charge of a special editorial committee, of which Bishop Charles Lewis Slattery, now deceased, was chairman. This committee included seven bishops, seven priests and seven laymen. The Rev. Lucien Moore Robinson of Arlington Heights, Massachusetts, is the Custodian of the Standard Prayer Book and the keeper of the official text. Income from all smaller editions of the Prayer Book is assigned to the Church Pension Fund, and Rev. Monell Sayer has charge of this fund, and therefore has direct responsibility for all printings.

When the small printing of this new Standard Prayer Book was made, there was so much pressure and rivalry to bring it out on time that many misprints appeared. The greatest possible care has been taken in this edition, and not only has it been read by the expert proof-readers of the Merrymount Press and by the officials of the Church, but Mr. Updike has employed two staffs of proof-readers beside his own excellent one, so that there will be little possibility of misprint. Unlike some of the earlier printings of the Prayer Book, the front matter is not separated by rules and the tabulation has had to be done with the greatest care in order to be clear and perfect. The entire front matter covers 42 pages. The binding of the book has been done at the Merrymount Press, and all are in uniform style red levant.

# Marion Humble Leaves Association Work

*Executive Secretary of the National Association of Book Publishers Resigns After Ten Years in Publishing Field*

TO take effect at the end of this year, Marion Humble has tendered her resignation as Executive Secretary of the National Association of Book Publishers, after having held that office for seven years and been connected with the work of the Association for ten years. Her resignation has been accepted with very deep regret by the Association for whose work of organization and promotion she has shown such talent.

Miss Humble came to the publishing field after an early apprenticeship at the Buffalo Public Library, she studied at Knox College, and then studied library work at the Wisconsin Library School. Her enthusiasm and ability led her into field work for the Wisconsin Library Commission, and from there she went on to the Detroit Public Library to handle publicity. In 1917, when the American Library Association entered upon its energetic work of supplying reading for the soldiers, Miss Humble was drafted for the New York office and in that work increased her acquaintance among the various individuals and organizations that worked nationally for the cause of books. At the close of

this campaign she was invited to take charge of Children's Book Week promotion, then in its second season and at the newly established offices of the National Association of Book Publishers. The success of this campaign led to Religious Book

Week, and, after a few months, to the broader campaign for book promotion as the Year Round Bookselling Campaign when Miss Humble became permanently a part of the publishers' offices and three years later became Executive Secretary in charge of all branches of the work.

During Miss Humble's administration the Association has grown from a group of thirty-seven publishers to one of ninety, while its activities now come to include every phase of publishing interest. With a staff of a dozen people, the office now has extensive and well-



*Marion Humble*

ordered files of information on every aspect of publishing; its Legislative Committees have carried on campaigns on censorship, postal rates, etc., its Bureau of Copyright has given six years of arduous work for the betterment of copyright conditions, its contacts with Washington have led to better statistics from the Census of Manu-

factures and from the Bureau of Foreign Commerce, its New Outlets Committee has carried on campaigns of cumulative importance to give a sound basis for new growth in book distribution and its relations to national, educational and library groups have kept the promotion program on a high plane of effectiveness.

In accepting her decision to retire, the Executive Committee of the Association embodied in the following letter its sense of appreciation

THE NATIONAL ASSOCIATION OF  
BOOK PUBLISHERS

347 FIFTH AVENUE, NEW YORK

My dear Miss Humble:

Your ten years' contribution to the development of the National Association of Book Publishers has been so important to the work that the Executive Committee refers your resignation to the Directors only after most careful consideration. We realize how much you have contributed to our pioneer years, and we see you go with a profound sense of loss. You have made your request for release with full knowledge of the Association's problems and of its hopes, and we only wish that we could urge with confidence that the second decade seemed likely to be less arduous than the

first. In accepting your resignation as Executive Secretary, it is with the understanding that it is your earnest wish to retire from the work of the Association.

As Executive Secretary you have given a service of great ability and of unflagging enthusiasm. Perhaps the members at large are most conscious of your genius for promotion work, particularly your faculty for making a wide variety of valuable contacts, but the executives, past and present, will remember as well your capacity for the exacting details of an association office; and your ability in organizing and training an exceptionally able force of assistants and in building up the important trade data now in the office.

The story of American publishing in this decade of growth would not have been the same without the establishment of the National Association of Book Publishers, and the record of the Association could not have been the same without your great contribution. You have shown marked ability in all fields that have come under your direction. We shall see you leave this work with deep regret but with every confidence that you will continue to carry out with distinction whatever you undertake.

Yours very sincerely,  
THE EXECUTIVE COMMITTEE

## In the Bookmarket

**J**OHAN GALSWORTHY arrived in New York this week, leaving immediately for Southern Arizona where he will spend the winter. "The new novel on which I am working" Mr. Galsworthy said, "begins the story of another family. It may continue on to be another Saga. One never knows. Naturally I had to give up the Forsytes, for one can't keep on with that sort of thing indefinitely, especially after one has killed one's principal character." ❀ ❀ ❀

Vicki Baum's novel "Grand Hotel," which has been arousing so much comment in its dramatized form, now playing in New York, will not be published until February 2nd, Doubleday, Doran & Company announces. When Frau Baum de-

cided to write this drama of hotel life she worked for six weeks as a chambermaid in a Berlin hotel in order to get first hand material for her story. Frau Baum is the wife of Richard Lert, a conductor of the Berlin State Opera, and edits an important German magazine, *Die Dame*. In England, "Grand Hotel" was a Book Society choice. ❀ ❀ ❀

Abraham Flexner's book "Universities: American, English, German," is about to run into a second edition at the Oxford University Press. In a prefatory note to the new edition, Dr. Flexner intimates that he is planning to write a new book on educational theory. He says, "I have from the beginning looked forward to the time when I might prepare a separate volume

on French Universities, in which I could continue and reinforce the argument in the present volume." Those who have read this present volume will know that Dr. Flexner's idea of a "modern university" is one which invites argument, arouses even violent discussion, and stimulates the desire to hear more on the same subject from the author. ❀ ❀ ❀

The Poetry Society of America has announced that more than \$2,000 has been contributed toward the \$10,000 fund being raised in this country in behalf of Sir William Watson, the English poet, who is 72 years old, ill, and in financial straits. ❀ ❀ ❀

Dan Beard celebrated his eightieth birthday on December eleventh with a banquet given by the Camp Fire Club of America at the Hotel Pennsylvania, New York. The speakers included James L. Clark, President of the Club and noted explorer, and Joseph W. Lippincott, publisher of Dan Beard's latest volume. During the evening telegrams poured in from prominent men who were unable to attend, among them President Hoover, Irving Bacheller, Ernest Thompson Seton, General John Pershing, Thomas A. Edison, Hon. Charles G. Dawes, Sir Robert Baden-Powell, Governor Theodore Roosevelt, Dr. John H. Finley and Barron Collier. ❀ ❀ ❀ Ogden Nash's "Hard Lines" will be published by *Simon & Schuster*, on January 15. ❀ ❀ ❀

The title of Frederick Warne & Co. Ltd., has been changed to Frederick Warne & Co., Inc. This firm will be fifty years old in 1931. ❀ ❀ ❀

Count Felix von Luckner, famous German naval officer and soldier of fortune, was injured December 14 in an automobile accident. ❀ ❀ ❀

Everyone remembers the "Old New York" series by Edith Wharton which *Appleton* published in four small blue volumes with flowered jackets. The publisher has now conceived the idea of carrying on this series, calling it, "The Old City Fiction Series," and putting out other boxed sets of four volumes on Old San Francisco, Old Philadelphia, Old Chicago, Old Boston. The "Old New Orleans" will appear early in January. It is the work of Frances and Edward Tinker, with decorations by E. C. Caswell and a frontis-



*Edgar Johnson, young instructor in the College of the City of New York, whose sentimental fantasy "Unweave a Rainbow" will be published by Doubleday, Doran, January 2*

piece in each volume by Joseph Pennell. The four volumes are: "Widows Only"—The Sixties; "Strife"—the Seventies; "Closed Shutters"—the Eighties; "Mardi Gras Maskers"—the Nineties. ❀ ❀ ❀

Bernard Shaw has praised the speech which Sinclair Lewis made to the Swedish Academy. "I myself," says Shaw, "have been particularly careful never to say a civil word to the United States. And they just adore me and will go on adoring me until in a moment of senile sentimentality I say something nice about them, when they will at once begin to suspect me of being only a cheap skate after all, and drop me like a hot potato." ❀ ❀ ❀

Alexander Woollcott will review on January 6th: "Strong Poison" by Dorothy Sayers, *Brewer and Warren*; "Education of a Princess" by Marie, Grand Duchess of Russia, *Viking*; "Water Gypsies" by A. P. Herbert, *Doubleday, Doran*.

## The A. B. T. Celebrates Again

**G**OOD fellowship and good speaking were mixed together in happy proportions at the annual dinner of the Associated Book Travelers, whose banquet was held on Monday night at the Commodore, presided over by President William Corrigan, Jr. Lowell Thomas, who was proclaimed by Harry Snyder as the unofficial Vice President of the Association because of his happy gift of arranging evenings of extraordinary interest, had with him at the head table, when he arose as toastmaster, an impressive row of aviators and travelers. Before they were presented President Corrigan announced the election of officers for the ensuing year: President, Leon Welker of D. Appleton & Company; Vice President, George W. Amis of Harcourt, Brace & Company; Treasurer, Wilbur F. Goubeaud; Secretary, Arnold Williams of Grosset & Dunlap, George Sieffert of Doubleday to fill a vacancy on the Board of Governors.

It has been the custom of the Association in its five years' existence to give but a one-year term to its executives, and Mr. Corrigan on retiring was presented with the gold medal of the Association by August Gehrs, one of the past Presidents.

Over a hundred and fifty sat down, this being the season when most of the travelers are back in New York for the brief rest which precedes sales conferences. Among the travelers one saw a few publishers like John Hessian and Robert deGraff of Doubleday and members from other branches of the trade such as Harold Williams of the American News Company, M. G. Michaels of Brentano's, and W. T. Haskell of Baker & Taylor Company.

When the excellent banquet was over, and Lowell Thomas had been properly acclaimed and cheered, the audience began to realize what a brilliant galaxy of talent was facing them, men whose names are known nationally and internationally.

First came Casey Jones, trans-continental pilot and organizer of aviation, who gave a talk on the menace of fog, now the only menace of aviation except starvation. He told stories of Jimmy Doolittle, who

had been unable to come. Then was introduced Al Williams, the famous speed ace of the Navy, whose experiences go back to war times. He told of aviation through its callow years, its circus age, etc., and declared that it had now come down to brass tacks in a time when speed was essential and was one thing aviation could add to other forms of transportation. Baron Warthausen, the young German amateur who had been around the world in a six hundred pound plane, said his first accident was in an American taxicab. He expects to be off in a few days for a trip across Asia in his new plane, following the route of Marco Polo. Captain Boyd was there with Lieutenant Connor, the two Canadians who only last October crossed the Atlantic from Newfoundland to Great Britain in the famous ship *Columbia*. Sir Hubert Wilkins, explorer of the North and South Poles talked about the problems and pleasures of living in the Arctic. He had made his first trip north on foot with Stefansson and had then determined to try it by air. Bernt Balchen received a great ovation, and, like the others, he showed his gift as raconteur in describing not his experiences at the North and South Poles or across to France but his adventures in exploring the Hudson Bay country for the Canadian Government. He was followed by Vincent Buranelli, manufacturer of airplanes, and Cy Caldwell, ace of war times, who, after getting many laughs out of the talks of his predecessors, proceeded to make a spirited patriotic appeal for the support of aviation as the only real defense of the country. The one lone land traveler who was there might have felt out of place among so many fliers, but Frank Buck, whose volume on "Bring 'em Back Alive" has had such a marked success on the Ives Washburn list, held his share of the interest easily when he told the story of bringing to the New York Zoo the largest king cobra in captivity. No one present would have cared to swap places with Buck when the cobra struck three times in succession and was finally recaptured when Buck fell upon it and held its head under his coat.

## Changes in Price

CHARLES SCRIBNER'S SONS

Barrie. "Margaret Oglivie" from \$1.75 to \$2.00.

CHARLES SCRIBNER'S SONS

Kent, "Biblical Geography and History," from \$2.00 to \$2.50.

## Communications

A DOCTORED FIRST OF  
A. EDWARD NEWTON4302 Keswick Road,  
Baltimore, Maryland.  
December 15th, 1930Editor, *Publishers' Weekly*:

I have just had offered to me, as a dealer in first editions, a copy of the second issue of A. Edward Newton's commendable book, "The Amenities of Book Collecting," which has been 'doctored' into an apparent first issue. As this book came from New York it might be well to warn prospective purchasers.

The errata slip, which is usually taken to be prima facie evidence of the correct issue, is present in this copy, but, instead of having been inserted approximately one inch and a half from the top of page 268 it appears flush with the lower edge of the page. The textual reading on line 3 of page 268 is that of the second issue, i.e., "of my hotel in Pall Mall."

In view of these facts, and of the fact that many persons look no further than to be sure of the presence of the slip, and as there is a possibility of other such copies being offered in New York, I feel that it might be well to inform the trade.

KESWICK BOOKS.

J. McD. PRICE, JR.

## BIOGRAPHY OF EDGAR SALTUS

2600 Greene, Avenue,  
Fort Worth, Texas,  
8 December, 1930.Editor, *Publishers' Weekly*:

I am working on a manuscript of the life of Edgar Saltus and shall be grateful to anyone communicating with me who has any original data, information, letters, manuscripts, or sources by or about Mr. Saltus.

J. FORREST McCUTCHEON.

## Business Notes

AURORA, ILL.—The firm of Schickler &amp; Miller is now Miller &amp; Faber.

BOSTON, MASS.—A. H. Hall, 379 Boylston Street, out of business November 29th.

DELAWARE, OHIO.—The Old Book Store, 34 South Main Street. Fred E. Huntsberger. Opened November 1st. A new shop featuring new and old books, first and rare editions. Located next door to University Book Store—also owned by Mr. Huntsberger.

MALDEN, MASS.—The Reise Library, 366 Ferry Street. M. Reisman. Opened September 1930. Rental library of fiction.

NEW YORK, N. Y.—Booklovers' Guild, 125 West 45th Street, now located at 210 West 14th Street.

NEW YORK, N. Y.—Jefferson Court Book Store, 438 Sixth Avenue, now 455 Sixth Avenue.

PHILADELPHIA, PA.—The Palette Book Shop, 3017 West Susquehanna Avenue, now, 112 South 20th Street.

San Diego, Calif.—El Prado Book Nook, Margaret Brinton, proprietor, has been discontinued. She has started a new shop called Margaret Brinton's Bookshelf at 3783 Fifth Avenue, San Diego, maintaining a rental library only.

SEATTLE, WASH.—Economy Book Service, 424 J. Vance Building. Roy T. Swanson. Opened October 15th. General books for sale.

SHEBOYGAN, WIS.—Matthias News Stand, 1215 North Eighth Street. Harvey J. Matthias. Opened October 1st. Small stock of fiction, travel, and children's books for sale.

TRENTON, N. J.—The Little Shop, 37 West State Street, May Stelle, manager, moved to 4 Mercer Street, Princeton, N. J.

WEST PALM BEACH, FLA.—Palm Beach Merchantile Co., Inc. Department store. New book department opened December 1st. Louis Capron, manager. Fiction, biography, travel and children's books for sale. Definite plans for enlarging department.

# The Weekly Record

*Describes and Indexes the New Books of All Publishers in a Convenient Reference and Buying List for Bookstores and Libraries*

THE first harbingers of the mid-winter publishing season appear in this first post-Christmas Weekly Record. The Record has been barren of fiction for some time, but here are listed new novels by *Charteris*, *Keeler*, *Livingston*, *Patrick* and *Roof*, all but one, mysteries.

There are several volumes in which the bookseller, himself, will be interested, the new edition of Wilson's catalog of children's books, listed under *Sears*; a volume by an English librarian, F. Seymour *Smith*, "The Classics in Translation," an annotated guide to the best translations of the Greek and Latin classics into English; and "A Booklover's Diary" compiled by *Soby*. This last book, while containing a great deal of bookish information, is also a blank diary—a good item for New Year's sales.

An attractively bound little volume to be noted with an eye to future sales is "The Entrancing Life," an address by J. M. *Barrie*. It will be remembered that a previous address by this well-loved author, "Courage," had notable sales in its published form. There are three other books, small in size, but with large sales possibilities, listed this week. See the Modern Library editions of *Huysman's* "Against the Grain" and *Rockwell Kent's* "Wilderness." Both of these have been entirely reset for the smaller format, and the latter contains the author's illustrations from the original edition. "Alison's House," a play by *Susan Glaspell*, author of "Brook Evans,"

recently received excellent reviews when it was produced at Eva Le Gallienne's Civic Reportory Theatre in New York. It is based upon events in the life of Emily Dickinson, though it does not mention her by name, and is now published in book form by Samuel French.

The first book on winter sports appears, "The Complete Ski-Runner" by *Arnold Lunn*. "Lessons in Loveliness" by *Vinick*, a guide to beauty for women, is a subject that offers year round sales.

There are two *Rabelais* items of interest this week; "Gargantua and Pantagruel" in a fine, illustrated edition of the Ives Washburn Chantecler Library; and a life of *Rabelais* by *Jean Plattard* of the University of Poitiers, written with historical and scientific method.

"Leif Eriksson, Discoverer of America" by *Gray* is a scholarly work based on the Icelandic narratives. Other valuable and informative volumes are listed under *Hogben*, "The Nature of Living Matter"; *Feiler*, "The Russian Experiment"; *Kandel*, "History of Secondary Education," an addition to the increasing shelf of books on present trends in liberal education (see *Johnston* and *Flexner* in the two previous Records); *Eaton*, "A Bibliography of Social Surveys"; *Greene*, "The Negro Wage Earner"; and "A Picture of World Economic Conditions in the Early Fall of 1930," a study by the National Industrial Conference Board.

THIS list aims to be a complete and accurate record of American book publication. Publishers should send copies of all books promptly for annotation and entry, and the receipt of advance copies insures record simultaneous with publication. The annotations are descriptive, not critical; intended to place not to judge the books. Pamphlet material and books of lesser trade interest are listed in smaller type.

The entry is transcribed from the title-page when the book is sent for record. Prices are added except when not supplied by publisher or obtainable only on specific request, in which case the word "apply" is used. When not specified the binding is "cloth."

Imprint date or copyright date is always stated, except when imprint date and copyright date agree and are of the current year, in which case only "c" is used. No ascertainable date is designated thus: [n.d.]

Sizes are indicated as follows: F (folio: over 30 centimeters high); Q (4to: under 30 cm.); O (8vo: 25 cm.); D (12mo: 20 cm.); S (16mo: 17½ cm.); T (24mo: 15 cm.); sq., obl., nar., designate square, oblong, narrow.

# The Weekly Record of December 27, 1930

- A. E., pseud. [George William Russell]**  
The national being; American ed. 176p. D '30 N. Y., Macmillan \$1.75
- Adler, Elkan Nathan, ed.**  
Jewish travellers. 416p. '30 N. Y., Bloch Pub. Co. \$4
- Ainslie, Peter, and others**  
The equality of all Christians before God; a record of the New York conference of the Christian Unity League. 236p. D '30 N. Y., Macmillan \$2
- Amann, Prof.**  
The church of the early centuries; tr. by E. Raybould. 249p. O (Catholic lib. of religious knowledge, v. 15) '30 St. Louis, B. Herder \$1.35
- Anonymous**  
Ex-racketeer. 83p. D [c. '30] N. Y., Rudolph Field, 1261 B'way \$1  
A modern criminal "put on the spot" recalls his past.
- Arnac, Marcel**  
Thirty-six inches of adventure; tr. by Louis Colman [lim. ed.]. 245p. il. O c. N. Y., Planet Press, 41 Union Sq. \$5  
A Rabelaisian story about embryonic life.
- Austen, Jane**  
Northanger Abbey; introd. by Michael Sadleir. 296p. T (World's classics, no. 355) '30 N. Y., Oxford 80 c.
- Bachrach, J. W.**  
Useful English for beginners. 224p. il. D '30 Dansville, N. Y., F. A. Owen Pub. Co. 96 c.
- Baikie, James**  
Ancient Jerusalem. 89p. il. (pt. col.) D (Peeps at ancient civilizations) '30 N. Y., Macmillan \$1
- Bald, R. C., and Kirwood, A. E. M., comps.**  
Narrative and descriptive prose passages. 200p. D '30 N. Y., Oxford 85 c.
- Barrie, Sir James Matthew, bart.**  
The entrancing life. 25p. D c. N. Y., Scribner bds. \$1  
An address delivered upon his installation as Chancellor of Edinburgh University, October 25, 1930.
- Bartholdt, Richard**  
From steerage to Congress [autobiography]. 447p. il. O '30 Phil., Dorrance \$4
- Bible**  
The Epistle of Paul the Apostle to the Corinthians; rev. ed. by Ernest Evans. 216p. il. D (Clarendon Bible) '30 N. Y., Oxford \$1.50
- The first book of Samuel; rev. ed. by A. F. Kirkpatrick. 314p. S (Cambridge Bible for schools and colleges) '30 N. Y., Macmillan \$1.90
- The second book of Samuel; rev. ed. by A. F. Kirkpatrick. 293p. S (Cambridge Bible for schools and colleges) '30 N. Y., Macmillan \$1.90
- Blake, Mrs. Eva S.**  
Lines from the garden [verse]. 68p. D '30 Rutland, Vt., Tuttle Co. \$1.50
- Blanton, Wyndham Bolling, M.D.**  
Medicine in Virginia in the seventeenth century. 354p. (7p. bibl., bibl. footnotes) il. O [c. '30] Richmond, Va., Wm. Byrd Press \$6
- Boccaccio, Giovanni**  
Boccaccio on poetry; being the preface and the fourteenth and fifteenth books of Boccaccio's *Genealogia deorum Gentilium*, in an English version with introductory essay and commentary by Charles G. Osgood. 262p. (bibl. notes and footnotes) O c. Princeton, N. J., Princeton Univ. Press \$5
- Bowie, James A.**  
Education for business management; the case for the further development of educational facilities. 208p. O (Oxford technical pub'ns) '30 N. Y., Oxford \$1.50
- Bradley, A. C.**  
Shakespearean tragedy; 2nd ed. 509p. O (Cardinal ser.) '30 N. Y., Macmillan  
lea., \$7.50, bxd.
- Brennan, William E., comp.**  
Essays for college English. 461p. D (Century Catholic college texts) [c. '30] N. Y., Century \$2
- British year book of international law, (The)**  
1930. Q '30 N. Y., Oxford \$6
- Burkard, W. E., and others**  
Health habits by practice: bk. 1, for fourth grade [graded ser.]. 281p. il. '30 Chic., Lyons & Carnahan 76 c.  
Health habits, physiology and hygiene; bk. 2, for fifth and sixth grades [graded ser.]. il. '30 Chic., Lyons & Carnahan \$1
- Cable, W. Arthur, ed.**  
Cultural and scientific speech education today. 214p. il., diagrs. O [c. '30] Bost., Expression Co. \$2
- Cahoon, Guy F.**  
Commercial art. 184p. il. O '30 Dallas, Tex., Southwest Press \$5

**Blount, Ralph Earl**  
Laboratory guide and pupil's note-book for the study of health; new ed. 110p. il. D '30 Bost., Allyn & Bacon 60 c.

**Brown, Lawrason, and Sampson, Homer L.**  
Intestinal tuberculosis; 2nd ed., rev. 376p. (27p.

bibl.) il. (pt. col.), diagrs. O (Trudeau studies) '30 Phil., Lea & Febiger \$4.75

**Bushnell, Paul P.**  
An analytical contrast of oral with written English. 92p. (bibl. footnotes) O (Contribs. to educ., no. 451) c. N. Y., Teachers College, Columbia Univ. \$1.50

**Cary, Robert**

Voices at daybreak. 105p. D (Contemporary poets, 92) '30 Phil., Dorrance \$1.50

**Catalogue of the Wymberley Jones De Renne**

Georgia library, at Wormsloe, Isle of Hope, near Savannah, Georgia; 3 v., 1700-1929 [lim. ed.]. 1500p. il. Q '30 N. Y., Azalea Clizbee, 240 W. 75th St. buck. \$100

**Charteris, Leslie**

The last hero. 311p. D (Crime club) [c. '30] Garden City, N. Y., Doubleday, Doran \$1

About the Saint, who stepped in where Scotland Yard failed, and outwitted England's most desperate criminals. The January Crime Club selection.

**Clark, Gordon H., and Smith, Thomas Vernor, eds.**

Readings in ethics. 411p. O ['30] N. Y., F. S. Crofts \$3

**Clark, René**

Water-colour reproductions; introd. by Earnest Elmo Calkins [lim. ed.]. F '30 N. Y., Rudge \$15, portfolio

**Cole, George Douglas Howard**

The life of Robert Owen; 2nd ed. 359p. il. O '30 N. Y., Macmillan \$5

Colonial iron work in old Philadelphia; il. by Philip B. Wallace and W. A. Dunn; foreword by Fiske Kimball. 160p. il., diagrs. F (Colonial arch. in old Phila. ser.) '30 N. Y., Architectural Bk. Pub. Co. \$15

**Concannon, Mrs. Thomas**

White horsemen; the story of the Jesuit martyrs of North America. 125p. O '30 St. Louis, B. Herder 90c.

**Cook, Stanley A.**

The religion of ancient Palestine in the light of archaeology. 268p. il., maps O (Schweich lectures) '30 N. Y., Oxford \$4.75

Danish eighteenth century bindings, 1730-1780; introd. by Sofus Larsen and Anker Kyster. 54p. il. (pt. col.) F '30 N. Y., Oxford \$13.50

**Davis, Franklyn Pierre, ed.**

Anthology of newspaper verse for 1929. 144p. D '30 Enid, Okla., Editor bds. \$2.50

**Deem, Fred**

On thin ice [social life]. 206p. D [c. '30] Anderson, Ind., Warner Press \$1

**De Laclos, Choderlos**

Les liaisons dangeureuses; tr. by Ernest Dowson; 2 v. [lim. ed.]. il. '30 N. Y., Harry F. Marks, 21 W. 47th St. \$25, bxd.

**Chapman, F. T.**

A study of the induction motor. 289p. O '30 N. Y., Wiley \$5.50

**Comrie, L. J.**

Barbow's tables of squares, cubes, square roots, cube roots, and reciprocals of all integer numbers up to 10,000; rev. and enl. 3rd ed. 220p. O '30 N. Y., Spon & Chamberlain \$3

**Davis, W.**

Calculations and castings for knitted fabrics. 233p. diagrs. O '30 N. Y., Pitman \$3

**Dencer, F. W.**

Detailing and fabricating steel; new 2nd ed. 441p. il. O '30 N. Y., McGraw-Hill \$5

**Detroit Public Library, comp.**

One thousand useful books; rev. ed. 114p. O '30 Chic., Amer. Lib. Ass'n pap. 75c.

**Diamond, Lucy**

When He was just a little child [verse]. 63p. il. D '30 N. Y., Oxford \$1.25

**Dinnis, Enid**

Mr. Coleman, gent.; a romance. 320p. O '30 St. Louis, B. Herder \$2

**Eaton, Allen, and Harrison, Shelby Millard**

A bibliography of social surveys; reports of fact-finding studies made as a basis for social action; arranged by subjects and localities, reported to January 1, 1928. 515p. O c. N. Y., Russell Sage Found. \$3.50

**Eaton, Robert**

The Apocalypse of St. John, with expositions of each chapter. 176p. O '30 St. Louis, B. Herder \$1.35

**Egermeier, Elsie E.**

Girl's stories of great women. 188p. D [c. '30] Anderson, Ind., Warner Press \$1

**Elliott, Maud Howe [Mrs. John Elliott]**

John Elliott, the story of an artist [lim. ed.]. 275p. il. (pt. col.) O c. Bost., Houghton \$7.50  
The life of an American artist, born in Scotland, told by his wife, mainly through his letters, many of them from Rome, when he was painting his murals for the Boston Public Library.

**Emil-Behnke, Kate**

Speech and movement on the stage. 212p. il. D '30 N. Y., Oxford \$3

**Feiler, Arthur**

The Russian experiment; tr. by H. J. Stenning. 272p. D [c. '30] N. Y., Harcourt \$2  
An analysis of social and economic life in Russia as it has been developed under Bolshevik rule, by an impartial and keen observer.

**Finnemore, John**

The story of Robin Hood and his merry men. 284p. D (Green and blue lib.) '30 N. Y., Macmillan \$1.75

**Fitzroy, Edwin M.**

Illustrated editions of high school classics. 58p. O '30 Chic., Amer. Lib. Ass'n pap. 75c.  
A list of books compiled primarily to aid the small library in book selection.

**Flanders, Isadore Elizabeth**

The red upon the hill [verse]. 61p. D '30 Cedar Rapids, Ia., Torch Press \$1.50

**Fleming, Andrew Magnus**

The gold diggers. 256p. O [c. '30] Bost., Meador Pub. Co. \$1.50  
A story about prospecting for gold.

**Deputy, Erby Chester**

Predicting first-grade reading achievement; a study in reading readiness. 61p. (bibl.) O (Contribs. to educ., no. 426) c. N. Y., Teachers College, Columbia Univ. \$1.50

**Dettmann, F. O.**

Phonetic shorthand; 4th ed. 200p. S '30 N. Y., G. E. Stechert \$2

**Dondineau, Arthur, and Spencer, Leah A.**

Our state of Michigan; rev. ed. 256p. il. O '30 N. Y., Macmillan \$1.20

**Durrans, Thomas H.**

Solvents. 159p. il. O '30 N. Y., Van Nostrand \$5

**Ellis, Carleton**

Hydrogenation. 1010p. il. O '30 N. Y., Van Nostrand \$15

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## Old and Rare Books

Frederick M. Hopkins

THE first sale of the season by the Chicago Book and Art Auctions, Inc., including first editions of important American and English authors, Americana, autograph letters and manuscripts, comprising selections from two private libraries and other properties, held on December 11 and 12, indicates that dealers and collectors in Chicago and the Central West are interested in their new auction house. A priced catalog just received shows a good appreciation of values and a disposition to pay well for rare and desirable material. A few lots and the prices realized were the following: "Catalog of Books Forming the Library of Robert Hoe," 16 vols., 8vo, wrappers, New York, 1903-1909, \$100; Lewis Carroll's "Alice's Adventures in Wonderland," 8vo, original cloth recased, in slip case, London, 1866, second edition, \$500; Mark Twain's "Adventures of Tom Sawyer," 8vo, original cloth, Hartford, 1876, first issue of the first edition, recased with new end papers, autograph card of the author pasted on front fly leaf, and an autograph letter in pencil inserted, \$910; same author, "Huckleberry Finn," 8vo,

original cloth, New York 1885, good copy of first edition, \$275; Fielding's "Tom Jones," 6 vols., 12mo, calf, London, 1749, first issue of the first edition, \$425; Bret Harte's "Luck of Roaring Camp," 12mo, original cloth, Boston, 1870, blank fly leaf missing, corner of preface torn away, back cover bent and inkstained, covers torn, \$33; Hawthorne's "The Scarlet Letter," 12mo, cloth, Boston, 1850, first issue of the first edition, binding worn, back-strip chipped, loose at the hinges, rubbed, book plate removed from inside front cover, \$210. Other American first editions, not always in collector's condition, found buyers, of course, at reduced prices, but indicating that collectors were buying what they could get, even though condition was far from satisfactory.

THE library of the late Mrs. J. H. Bostwick of this city, standard sets of American and English authors, consigned by Samuel A. Goldberg of Philadelphia, with additions, were sold by the American Art Association Anderson Galleries, Inc., December 15 and 16, 372 lots bringing \$21,041.50. The following are a few

representative lots and the prices realized: Audubon's "Birds of America," 7 vols., royal 8vo, half morocco, New York, 1840-44, first octavo edition, foxed, stained, covers rubbed, \$300; Lang's Fairy Books and Story Books, illustrated, 23 vols., polished calf by Sangorski and Sutcliffe, various colors, London, 1889-1913, first editions with one exception, \$160; Stevenson's "The Graver & the Pen," 24mo, original wrappers, Edinburgh, 1882, fine copy of this toy book, \$290; same author, "Black Canyon," etc., 32mo, stitched, Davos-Platz, 1882, one of the most sought for of the toy books, \$290; same author, "Moral Emblems," 32mo, stitched, Davos-Platz, presentation copy, \$520; Whitman's "Leaves of Grass," thick 16mo, cloth, Brooklyn, 1856, presentation copy from the author of the second edition, foxed and binding rubbed, \$580; original Indian receipt for \$10,000 paid by Thomas and Richard Penn for the land ceded by the Treaty of Fort Stanwix, July 28, 1769, \$1,250; Letters Patent restoring the Province of Pennsylvania to William Penn by William and Mary of England in 1694, \$1,900; A.L.S. of Benjamin Franklin 3 pp., 4to, Passy. February 10, 1782, \$425; Manuscript by O. Henry of his short story, "Adventures in Neurasthenia," 22 pp., in ink remainder in pencil, \$220; A.L.S. of Abraham Lincoln, 1 p., 8vo, Washington, July 15, 1862, fine characteristic letter, \$1,000; L. S. by Washington, 1 p., large folio, Derby, September 12, 1777, to Gen. Smallwood after the battle of Brandywine, \$450.

**HAROLD WILLIAMS** has written a history of the "Book Clubs and Printing Societies of Great Britain and

Ireland," issued as the fifteenth book published by the First Edition Club of London in a limited edition of 750 copies. Mr. William's volume is historical, not bibliographical, and aims to provide a continuous history of work accomplished covering the book clubs and printing societies established during the last one hundred and twenty years. The intrinsic worth and wide range of all that has been done is not generally known and no parallel volume giving this evaluation and information exists. The book is printed by the Curwen Press, and was designed by Oliver Simon, first editor of *The Fleuron*. It is printed in monotype Caslon, bound in decorated cloth, making a handsome octavo of 120 pages, and is a valuable and interesting book for the collector or student of typography. The 250 copies allotted to America are being sold through Walter V. McKee, Inc. of this city.

**THE** first sale of the New Year held by the American Art Association Anderson Galleries, Inc., will be held on January 7, when the library of a New York collector, will be dispersed. This collection includes first editions of Barrie, Blackmore, Conrad, Dickens, Hardy, Kipling, Masfield, Stevenson, and other English authors. There are 17 Barrie lots, 58 of Conrad, and 35 of Stevenson. Among the rarer lots is Barrie's "Scotland's Lament," one of 12 copies printed; Blackmore's "Lorna Doone," an unrecorded copy of Conrad's "Chance," Houseman's "A Shropshire Lad," an important collection of variants of Dickens's "Christmas Books, Masfield's first book, "Salt Water Ballads," Stephens' "Crock of Gold," a fine copy of "The Pentland Ris-

### ANNOUNCEMENT

For the greater convenience of our clients, we are transferring all Exhibitions and Sales of Rare Books to New York City. Until such time as our own location is put in readiness we have obtained the temporary use of the Wallace H. Day Galleries, 16 East 60th Street.

Kindly continue to address all communications to the Newark office.

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ing," Stevenson's first book, and fine copies of first editions of other of his books. These books are all in fine collector's condition, and nearly every one has a half or full morocco slip or solander case.

**A** COLLECTION of over 900 original autograph letters of Elizabeth Barrett Browning of which 700 have never been published, has just been presented to Wellesley College Library by George Herbert Palmer, professor emeritus of Harvard University. This gift makes the Wellesley collection of Browning manuscripts, first editions, and personalia, one of the most distinguished and valuable in the world. The letters are mounted on cartridge board and beautifully bound in eleven volumes in levant morocco. There are thousands of pages of Mrs. Browning's fine, sensitive writing, giving glimpses of her life, before and after her marriage. The largest number of unpublished letters in the collection comprises the 381 written to Mary Russell Mitford, author of "Our Village." These letters cover about 1,000 pages and were written between 1836 and 1854. The longest letters are found here, many of them numbering a dozen closely written pages.

**T**HAT the South has a warm affection for the memory of Joel Chandler Harris, the "Uncle Remus" who loved and understood the laughter of children, the songs of the birds, the pranks of the fox and rabbit, and the bull frog, has been manifested on many occasions since his death. The Uncle Remus Association is now interested in enshrining the Georgian in the Hall of Fame at New York University, and the suggestion will, no doubt, be well received. The eighty-second birthday of Harris, which occurred on December 9th, was commemorated by the association at the "Sign of the Wren's Nest," the author's cottage at Eatonton, which remains just as he left it.

**M**AGGS BROS. of London have issued Catalog No. 550, "English Literature from the Fifteenth to the Eighteenth Century," a well-printed and illustrated quarto volume of 716 pages, contained facsimiles of title pages, bindings, frontispieces, portraits, etc. The cataloging is done in the usual scholarly manner characteris-

tic of this house, which makes it invaluable for reference. While there are many rare and expensive lots, there are a great many interesting items very moderately priced, and covering a wide range of material.

**U**NFORTUNATELY in the paragraph in the December 20 issue describing a New Lewis Carroll item the story was referred to as "Novelty and Renouncement" although it should have been called "Novelty and Romancement." Our object being to help rather than to hinder bibliographers and collectors, we are filled with chagrin.

**A** CABLEGRAM from London reports Gabriel Wells of this city as the purchaser of the major portion of the autographed manuscript of Barrie's "Auld Licht Idylls," at Sotheby's for \$3,750.

### Auction Calendar

**Wednesday afternoon, January 7th, at 2:15.** The choice library of a New York collector, including first editions of famous works by Barrie, Blackmore, Conrad, De La Mare, Dickens, Hardy, Housman, Kipling, Masfield, Masters, Stephens and Stevenson. (Items 220.) American Art Association, Anderson Galleries, Inc., 30 East 57th St., New York City.

**Saturday morning, January 10th, at 11 o'clock.** A collection of maps, printed and in manuscript, issued prior to 1795, relating to North America, including some extraordinary Revolutionary War maps. (Items 161.) Charles F. Heartman, 612 Middlesex Ave., Metuchen, N. J.

### Catalogs Received

**Americana.** (No. 5.) Van Norman Book Co., 1415 Howett St., Peoria, Ill.

**Americana.** (Items 247.) The Counting House, 13 T Wharf, near the foot of State St., Boston, Mass.

**Bibliotheca Americana.** (No. 60.) Americus Book Co., Americus, Ga.

**Books illustrating the history of the English novel.** (New Series, No. 19; Items 806.) Ingpen & Stonehill, 37 Museum St., London, W. C. 1, England.

**Bookbindings, historical and decorative.** (No. 770; Items 288.) Joseph Baer & Co., Hochstrasse 6, Frankfurt on Main, Germany.

**Canadiana and Americana.** (No. 12; Items 909.) Louis Laurin, 364 Cooper St., Ottawa, Canada.

**First editions of American and English authors, Americana, color plate, art and illustrated books, curiosa, fine presses, early printed books and literature.** (Items 1141.) Argosy Book Stores, Inc., 45 Fourth Ave., New York City.

**Livres anciens et modernes rares ou curieux relatifs a l'Orient.** (No. 15.) Adrien-Maisonnette, 5, Rue de Tournon, Paris, France.

**Modern first editions.** (No. 224; Items 243.) James F. Drake, Inc., 14 West 40th St., New York City.

**Odd and out-of-print books.** (List O; Items 300.) Goodspeed's Book Shop, 7 Ashburton Place, Boston, Mass.

**Old and rare books.** (Items 36.) Robert W. Lull, Newburyport, Mass.

**Rare Americana.** (No. 290; Items 345.) Shepard Book Co., 408 South State St., Salt Lake City, Utah.

**Unusual letters by American presidents.** (Items 290.) Union Square Book Shop, 30 East 14th St., New York City.

# The Weekly Book Exchange

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Sturtevant & Hayes. A Partial Bibliography for Deans of Women and Girls.

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Grove Dictionary of Music and Musicians. 5 vols.

ANSON JONES PRESS, 801 SAN JACINTO, HOUSTON, TEXAS (CASH)  
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Swift, Jonathan. Prose Works. Ed. T. Scott.  
1897-1908.  
Temperance Alphabet. Pub. yrs. 1900-1905.  
Introduction to Library Classification. Wilson.  
1922.  
Henderson, Hobbs & Leslie. Theory of Relativ-  
ity.  
Gomperz. Greek Thinker. Trans. Berry. Lon-  
don. 1914.  
Hughes. Atlas of Classical Geography. Ed.  
Long. Quote title page. Sheldon Co.

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Trial of Levi and Laben Keniston for Robbery  
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Stockton. Rudder Grange. 1st ed.  
Lincoln, A. Complete Works, edited Nicolay &  
Hay. 12 vols. 1905.  
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McDougal. Salton Sink. Smithsonian Pub'n. Miners' Directory of Tuolumne County. 1856. Publishers' Weekly. April 12, 1930.  
 Scott. Diary to the South Pole. 2 vols.  
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 American Racing Manual. 1918.  
 Anderson. Winesburg, Ohio. 1st ed.  
 Any Bander Log Press Books.  
 Bromfield. Green Bay Tree. 1st ed. Dust jacket.

Bruce. Thoroughbred Horse, His Origin. 1892.  
 Cabell. Cream of the Jest. 1922. 5th printing.

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 Colophon. 1930.  
 Heyward. Porgy. 1st ed.  
 Lewis. Main Street. 1st ed.  
 Milne. House of Pooh Corner; When We Were Very Young. L. P. Amer. eds.  
 Morris. Art and Craft of Printing. Elston Press. 1902. 1st ed.  
 O'Neill. Strange Interlude. 1st ed.  
 Sassoon. Suppressed Poem.  
 Wharton. Age of Innocence. 1st ed.  
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 Ellis, Havelock. Problem of Race Degeneration. Moffat. 1911; Objects of Marriage. Medical Review of Reviews. 1911; Forces Warring Against War. World Peace Foundation. Pamphlet series; Play Function of Sex. Medical Review of Reviews.

Franklin, B., Masterpieces of.  
 Garland, H. Main Traveled Roads. 1st ed.; Rose of Dutchess Cooly. 1st ed.  
 How, Louis. Nursery Rhymes for New York City.

Hale, Swinburne. Demon's Notebook Verse & Perverse. Pub. N. L. Brown. 1923.  
 Hankey, Donald. Religion and Common Sense.  
 Hobart, John Henry. The State of the Departed and a Dissertation on the same subject. N. Y. 1857.

Hutton. Pietro Aretino.  
 Havergal, F. R. Life and Letters of.  
 Howell. Indian Summer. 1st ed., 1st issue. 1885.

Hewlett, Maurice. Half-way House; Pan and the Young Shepherd. 1898. 2nd issue with head of Pan in medallion on front outside cover; Quattrocentisteria. Brocade Series. Mosher. 1898; Birth of Roland. Vellum. 10 copies printed. 1911; Anima Semplicita. 1899. Macmillan; Judgment of Borso, 1889; Madonna of the Peach Tree. 1899, American eds.

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- Hall, H. J. Handicrafts for the Handicapped.
- Hills. Points of the Race Horse.
- Irving. Day on the Cooper and Ashley Rivers.
- Irving. Washington. Crayon ed. of. Vols. 14, 192, 23 & 26.
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- James, W. D. Life of Marion Charleston. 1821.
- Jenks, E. The Constitutional Experiments of the Commonwealth. Camb. Hist. Essays. Vol. 3.
- Kennard. Some Early Printers and Their Colophons.
- Kidder. An Introduction to the Study of South-western Arch. 1924.
- Latimer, E. W. Judea.
- Marching Morrows. Merrymount Press.
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Pikes Journal. 1805-1807. Pub. W. H. Lawrence. Denver. 1889.

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Sidelights from Patmos. Geo. Matheson. Hodder & Stoughton.

A Trip Abroad. Juvenile. Author unknown. About 1870.

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Journal of Geology. Vols. 1, 2, 4, 5, 11, 14.

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Bulletin of the Geol. Soc. of America. Vols. 1-40.

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Transactions of the Illuminating Engineering Society. Vol. 23.

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North American Review. Vols. 1 to 11, 13 to 131, 133 to 136, 144 to 147.

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American Naturalist. Vol. 28.

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Noah Webster's Grammar. Any ed. before 1800.  
Old and New Westmoreland, Pa. 4 vols. 1918.  
Life and Letters of John Winthrop. 2nd ed.  
Blair. The Grave. Boston. 1772.  
Gray's Poems. Phila. 1804.  
Ford. Writings of Washington.  
Genealogies: Avery, 1894; Anthony, 1904; Chapman, 1876; Cone, 1903; Cory, 1914; Cuthbert, 1908; Cutter, 1871 & 1898; Dabney, 1888; Dana, 1865; Davis, 1915; Dewees, 1905; Dewey, 1898; Dickey, 1898; Dimock, 1899; Dimond, 1891; Drake, 1896; Douglas, 1879; Draper, 1892; Forman, 1903; Greene, 1904; Howell, 1922; Humphrey, 1883; Jackson, 1878; McComb, 1919; Starr, 1879; Stone, 1888; Sutton, 1900; Swartwout, 1899; Travers, 1903; Welles, 1876; Winslow, 1877-88; Wynkoop, 1878.

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Archives of Psychology. Nos. 1 and 75.  
Bloomfield. Kausika Sutra.  
Holman. Old Maps. Boston. 1926.  
Journal of Comparative Neurology. Vol. II, no. 1; Vols. III-VII; Vol. VIII, no. 3; Vols. IX-XIV; Vol. XV, no. 1.  
Journal of Applied Psychology. Vol. 1, no. 2.  
Journal of Comparative Psychology. Vol. 1, no. 1.  
Journal of Experimental Psychology. Vol. 7, no. 1; Vol. 8, no. 3.  
Libro de Apolonio. An old Spanish Poem. Ed. by C. Marden. Pt. 1.  
Moslem World. Vol. 1911. April, July and October, or the whole vol.  
Psychological Bulletin. Vol. 1, nos. 2, 11, 12.  
Psychological Index. Nos. 6-7, 9, 10, 16, 27-29.  
Psychological Monographs. Nos. 1-5, 7-14, 16, 17, 19, 23, 28, 50, 54, 69, 80, 110, 112.  
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Twain. Pudd'nhead Wilson. 1894; Tom Sawyer. 1876 2nd issue.  
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Caldwell. Life of Calhoun.  
Eskridge. Influence of Cicero Upon Augustine.  
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Morehead. Stone Age in N. America. 2 vols.  
Butt, Archie. Letters. 1 vol. 1924.  
Ammen. Latin Grammar for Beginners.

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Halsey. Old N. Y. Frontier.

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Am. Hist. Ass'n. Annual Report. 1908.

Ames. New England Woman's Diary. Goucher.

Bancroft. History of Formation of Constitution. 2 vols.

Brooks, C. S. Story of Cotton. Chicago. Rand. 1911.

Bruce, Henry. James Edward Oglethorpe.

Chittenden Peace Convention. Appleton. 1864.

**D. H. NEWHALL—Continued**

Clayton. White and Black Under the Old Regime. 1899.

MacMillan's Magazine. February, 1865.

Weed, Thurlow. Autobiography. 2 vols.

Kidd. Personal Recollections Cavalryman. 1908.

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 Henderson & Freeman. Manual on Essay Writing.  
 History of Swifts Silver Mine.  
 Morton, Mrs. S. W. Power of Sympathy. 1789.  
 Newman, Card. Complete Works. 1st ed.  
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 Stephens. War Between the States.  
 Smith. Confederate War Papers.  
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 R. M. Elwes. Spinoza. Vols. 1 & 2. Pub. Bell.  
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 Thompson. These Men, Thy Friends.  
 Pollock. Enemy.  
 Venable. Ow Hell.  
 Montagne. Fiery Practice.  
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 Pelleas and Etarre. Zona Gale. 3 copies. A former Macmillan publication.

SOLOMONS & BERKELOUW, 30 ST. MARTIN'S CT., CHARING CROSS RD., LONDON, W.C. 2, ENG.  
 Boas, F. Measurements of Variable Quantities. N. Y. 1913; Papers on Anthropometry. Boston. 1894.  
 Carse & Shearer. A Course in Fourier's Analysis and Periodogram Analysis. Bell. London. 1915.  
 Davenport, C. B. Statistical Methods. 2nd ed. 1903. Wiley.  
 Fullerton, G. S. On the Perception of Small Difference. Phil. 1892.  
 Galloway, T. Treatise on Probability. Edinburgh.  
 Hezlett. Nomography. Royal Military Institution. Woolwich.  
 Moore, H. L. Economic Cycles: Their Laws and Causes. Mac. N. Y.  
 Moore, H. L. Laws of Wages. Mac. N. Y.  
 Peasons. Statistical Average. N. Y.  
 Peirce, C. S. Studies in Logic. John Hopikin. Boston. 1883.  
 Rise, H. L. The Theory and Practice of Interpolation. Lynn, Mass. 1889.  
 Urban, F. M. Application of Statistical Methods to the Problems of Psychophysics. Phil. 1908.  
 Walsh, C. H. The Measurement of General Exchange Value. Mac. 1901.  
 Henderson, R. Mortality Laws and Statistics. N. Y. Wiley. 1915.

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 Wilson. The Eugene Field I Knew.

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 Brown. History of Chemistry. 2nd rev ed. Blak.  
 Lalor. Cyclopaedia Political Science. 1904.  
 Wheeler. Familiar Allusions. 1890.  
 Yale Studies in English. Vols. 37, 38, 40, 42, 57.

E. STEIGER & Co., 49 MURRAY ST., NEW YORK  
 Babson. The Future of South America.  
 Dawson. The South American Republics. 1903.  
 Landes. Elementary Domestic Science.  
 Dewey. Essays in Experimental Logic.  
 Jackson. Educ. Significance of 16th Century.  
 Univ. of Illinois Stud. in Language and Literature. Vol. VI, no. 3; Vol. VIII, no. 2.

STEWART KIDD, 19 E. 4TH, CINCINNATI, O.  
 Young Folk Encyclopedia of Natural History. Champlin.

FRED. STRECKER, 508 ST. PAUL, ROCHESTER, N.Y.  
 Seaver, J. E. Life of Mary Jemison, Indian Captive. Any book or pamphlet prior to 1918.  
 Fisk. Story of the Female Captive. Poem. Palmer, Mass. 1844.  
 Donehoo. Red Man. 1913-14. Vol. 6.

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 Buchan. John Burnett of Barnes.  
 Yeats-Brown. Lives of a Bengal Lancer. 1st ed. English or American.  
 Memoirs Mme de la Tour Dupin. Brentano's. 1920.

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 Pollard. History of the Title Page; The Decoration of Books.  
 Vaile. The Passing of the Golconda.  
 Rutenberg. Seamanship.  
 Thompson. History of L. I. 3d ed. 1918. 4 vols.  
 Schaff-Herzog. Encyclopedia of Religious Knowledge.

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Tactics. Von Bolch. Vol. 2. 1914.

Progress of Tactics from 1859-1890 and The

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Railroad. 1854-58, 1861, 1868.

Arnold Arboretum Bull. of Pop. Information.

1911-14; 1920, no. 17; 1922, no. 17; 1923,

no. 1; 1927, nos. 4, 7, 8.

Clark. Numerical Phraseology in Virgil.

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# In This Issue

	PAGE
RUNNING A JANUARY CLEARANCE . . . . .	2781
<i>When the books have been in the store a year, they are on a danger list, and sometime between a year and eighteen months they ought to be resolutely cleared out.</i>	
JANUARY: SOURCE OF FUTURE PROFITS by Ken McCormick . . . . .	2783
<i>Ken McCormick, of Doubleday, Doran, tells how to make the bookshop attractive in January, and to give it an air of a place where a great deal is happening, rather than of a place where the party is over.</i>	
SMALL BOOKSHOP MANAGEMENT by Franklin M. Watts . . . . .	2787
<i>Chapter XVII. Some Further Hints on Sales Promotion.</i>	
EDITORIALS . . . . .	2790
<i>It Might Have Been Worse; As Copyright Stands; Reviewing British Conditions.</i>	
GREAT PRAYER BOOK COMPLETED . . . . .	2792
MARION HUMBLE LEAVES ASSOCIATION WORK . . . . .	2793
<i>Executive Secretary of National Association of Book Publishers resigns after ten years in the publishing field.</i>	
IN THE BOOKMARKET . . . . .	2794
THE A. B. T. CELEBRATES AGAIN . . . . .	2796
RARE BOOK DEPARTMENT by Frederick M. Hopkins . . . . .	2810

## Forthcoming Issues

✿ ✿ ✿ L. V. Harvey has written a highly practical article for next week's *Weekly* on "Merchandising Remainders." ✿ ✿ ✿

✿ ✿ ✿ Next week we will have our monthly Bookmaking Section which will include Part V of Herbert Simon's series, "A Printer's Notes on Book Production," a chapter called "The Choice of Type," and Meiric Dutton's "Your Paper and the Coal Bill." ✿ ✿ ✿

✿ ✿ ✿ James Nelson, of Harper's Advertising Department, has written an article for next week's issue called "Bright Spots in the Midst of the Depression." ✿ ✿ ✿

✿ ✿ ✿ Among other articles in December are "The Browser" by "Elspeth"; "The

Bookstore from the Purchasers' Point of View" by Barbara Birkhoff, and "Naming the Bookshop" by Eve M. Barrett. ✿ ✿ ✿

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